MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BIS2014 – MANAGEMENT INFORMATION SYSTEMS
(All sections / Groups)

21 OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including the cover page with **FOUR (4)** Questions only.

2. Answer all **FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

a. Explain Michael Porter's Value Chain Model. In your answers, include examples of information systems (IS) used in each primary and secondary activities of the Value Chain Model.

(20 marks)

b. List five limitations of Enterprise Resource Planning (ERP).

(5 marks)

(Total: 25 marks)

QUESTION 2

Your company have asked you to use System Development Life Cycle (SDLC) method to develop an IT application. List and explain all the steps in the System Development Process.

(25 marks)

(Total: 25 marks)

QUESTION 3

a. What is a database?

(1 mark)

b. Elaborate seven advantages of databases.

(14 marks)

c. Explain five costs or risks of databases.

(10 marks)

(Total: 25 marks)

Continued ....

QUESTION 4

a. Define and discuss the terms 'logistics' and 'supply chain management'.

(15 marks)

b. Describe the "Pull" and "Push" supply chain management strategies. Includes appropriate examples in your answers.

(10 marks)

(Total: 25 marks)

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